Chapter 2 – Knowing Your Community

As mentioned in Chapter 1, older adults constitute a diverse and changing population that is growing nationally and in Missouri. Planning new services for this audience can be a challenging task. Gaining an understanding of the senior population within your community is an important first step for successful planning.

Demographics provide librarians with a means of analyzing population trends to help them make strategic planning decisions to serve new and growing populations. Demographic information includes data about population trends, migration patterns, income, race and ethnicity, poverty, education, and a variety of other areas.

In addition to serving as a tool to assist the library in planning, conducting a senior community demographic assessment will provide the foundation for building a strong case for developing new services and resources targeting this population. As mentioned earlier, providing library services to the diverse population of Missouri seniors, ages 60 to 100+ is no small challenge. The library board, library staff, government officials, and the general public need justification for reaching out and developing a service plan for this growing, underserved population.

Census statistics provide data about a community's makeup. Equally important, however, is anecdotal evidence regarding the older adults in the community. Where current census information is not available, directors and staffs of agencies serving seniors can provide relevant information and insight into the state of the community regarding older adults and their needs. Tapping these agencies for anecdotal demographic information can be the initial interaction that results in further networking and partnerships to enhance services to seniors.

Demographic Sketch of Missouri

The population of the State of Missouri is growing and projections indicate this trend will continue. Modest growth in the 1980s (from 4.9 million in 1980 to 5.1 million in 1990) was followed by more vigorous growth in the 1990s (from 5.1 million in 1990 to nearly 5.6 million in 2000). Projections indicate that the state's population will reach 5.8 million by the year 2010, and top 6 million by the year 2020.

Population shifts in the 1990s were marked by net in-migration higher than at any time during the 20th century, and by continued expansion into suburban areas and the Ozarks. Suburban St. Charles County gained more people (70,976) between 1990 and 2000 than any other Missouri county. Christian County in the Ozarks grew by the highest percentage rate (66%) between 1990 and 2000.

Looking just at the senior population of the state, the age 60+ population grew from 944,620 in 1990 to 983,704 people in 2000, a 4.1 percent increase. However, what is more revealing and provides insight into the upcoming growth in the senior popula-

tion, is a comparison of the growth within two age categories during the 1990s: people age 45-59 compared to those age 60-74.

During the 1990s, there was 35.8 percent growth in the number of people in Missouri age 45-59 (an increase from 751,773 in 1990 to 1,021,535 in 2000). Compare that figure to the 2.4 percent decrease in the number of people in Missouri age 60-74 (a decrease from 623,031 in 1990 to 621,551 in 2000). The story behind the numbers is "get ready." The oldest of the post-World War II baby boomers moved into their fifties during the 1990s, and will move into their sixties during the first decade of the 21st century.

This means significant growth in the number of senior citizens in our state and across the country. In addition to the increase in numbers, the percentage of the state's population who fall in the age range of senior residents will also increase. Approximately 18 percent of the Missouri population was age 60+ in 1990, almost exactly the same percentage as in the year 2000. But by 2010, the age 60+ population is expected to equal 20 percent of the Missouri population. The predicted increase continues to 24 percent by 2020 and 26 percent by the year 2025.

In the year 2000:

- 17.6 percent of Missouri's population was age 60 or older.

- Nearly one-fourth of Missouri households included at least one individual age 65 or older.

- 10 percent of Missouri households were people age 65 or older who lived alone.

- Out of the total number of people age 65 and older in Missouri, 41 percent were male and 59 percent were female.

- Median age in Missouri was 36.1, slightly higher than the national median age of 35.3.

- Nearly one-third (29.9 percent) of Missouri's population resided within the state's two largest counties, St. Louis County and Jackson County.

The chart on the next page shows how the state's population over 55 is distributed by county and age group.

2000 Population for Missouri Counties by Age Group

State or County	Total 55–59 Years	Total 60–64 Years	Total 65–74 Years	Total 75–84 Years	Total 85 Years & Over	Number Age 65 and Older	Percent Age 65 and Older	Males Age 65+	Females Age 65+	Households With Individuals 65 and Older
Missouri	279,073	228,325	393,226	263,582	98,571	755,379	13.5%	307,235	448,144	525,811
Adair	1,045	852	1,447	1,116	497	3,060	12.3%	1,189	1,871	2,091
Andrew	862	674	1,139	876	367	2,382	14.4%	980	1,402	1,570
Atchison	388	277	607	510	237	1,354	21.1%	533	821	930
Audrain	1,295	1,077	2,014	1,735	608	4,357	16.9%	1,812	2,545	2,895
Barry	1,965	1,828	2,999	1,825	653	5,477	16.1%	2,435	3,042	3,832
Barton	577	527	1,019	740	306	2,065	16.5%	870	1,195	1,420
Bates	867	786	1,439	1,035	425	2,899	17.4%	1,209	1,690	1,977
Benton	1,373	1,308	2,324	1,134	370	3,828	22.3%	1,848	1,980	2,659
Bollinger	666	617	994	585	201	1,780	14.8%	796	984	1,264
Boone	5,020	3,960	5,973	4,036	1,630	11,639	8.6%	4,784	6,855	8,013
Buchanan	3,951	3,423	6,246	4,774	1,856	12,876	15.0%	4,940	7,936	8,995
Butler	2,243	2,029	3,625	2,343	847	6,815	16.7%	2,833	3,982	4,753
Caldwell	507	428	751	546	231	1,528	17.0%	664	864	1,037
Callaway	1,899	1,451	2,445	1,482	547	4,474	11.0%	1,911	2,563	3,072
Camden	3,021	2,982	4,511	2,029	483	7,023	19.0%	3,473	3,550	4,791
Cape Girardeau	3,234	2,587	4,646	3,448	1,366	9,460	13.8%	3,786	5,674	6,247
Carroll	535	481	929	792	343	2,064	20.1%	822	1,242	1,395
Carter	372	304	558	290	96	944	15.9%	436	508	679

State or County	Total 55–59 Years	Total 60–64 Years	Total 65–74 Years	Total 75–84 Years	Total 85 Years & Over	Number Age 65 and Older	Percent Age 65 and Older	Males Age 65+	Females Age 65+	Households With Individuals 65 and Older
Cass	4,295	3,264	5,234	3,068	1,334	9,636	11.7%	4,034	5,602	6,544
Cedar	874	844	1,511	962	382	2,855	20.8%	1,260	1,595	1,970
Chariton	457	432	897	678	309	1,884	22.3%	789	1,095	1,258
Christian	2,676	1,994	3,223	1,906	622	5,751	10.6%	2,480	3,271	3,879
Clark	444	356	611	435	194	1,240	16.7%	487	753	847
Clay	8,982	6,757	10,887	6,843	2,118	19,848	10.8%	8,127	11,721	13,704
Clinton	1,061	842	1,290	890	499	2,679	14.1%	1,086	1,593	1,716
Cole	3,278	2,437	4,170	2,802	1,109	8,081	11.3%	3,206	4,875	5,573
Cooper	765	649	1,170	960	406	2,536	15.2%	1,053	1,483	1,679
Crawford	1,194	1,187	1,967	1,200	435	3,602	15.8%	1,585	2,017	2,449
Dade	480	423	808	562	240	1,610	20.3%	695	915	1,092
Dallas	913	763	1,305	784	287	2,376	15.2%	1,064	1,312	1,687
Daviess	462	403	763	474	174	1,411	17.6%	608	803	994
DeKalb	553	444	815	581	214	1,610	13.9%	689	921	1,074
Dent	849	817	1,371	905	373	2,649	17.7%	1,143	1,506	1,828
Douglas	844	729	1,246	704	284	2,234	17.1%	970	1,264	1,590
Dunklin	1,961	1,637	2,687	2,048	729	5,464	16.5%	2,083	3,381	3,818
Franklin	4,717	3,891	6,197	3,824	1,311	11,332	12.1%	4,794	6,538	7,839
Gasconade	836	787	1,401	1,037	451	2,889	18.8%	1,202	1,687	1,954
Gentry	348	365	668	560	257	1,485	21.6%	602	883	980

State or County	Total 55–59 Years	Total 60–64 Years	Total 65–74 Years	Total 75–84 Years	Total 85 Years & Over	Number Age 65 and Older	Percent Age 65 and Older	Males Age 65+	Females Age 65+	Households With Individuals 65 and Older
Greene	11,453	9,206	16,414	11,699	4,555	32,668	13.6%	12,945	19,723	22,194
Grundy	625	553	1,013	762	374	2,149	20.6%	852	1,297	1,440
Harrison	543	487	920	672	353	1,945	22.0%	799	1,146	1,273
Henry	1,302	1,157	1,989	1,473	561	4,023	18.3%	1,676	2,347	2,764
Hickory	716	709	1,374	756	199	2,329	26.1%	1,123	1,206	1,602
Holt	293	245	510	437	204	1,151	21.5%	473	678	782
Howard	498	410	746	617	285	1,648	16.1%	677	971	1,116
Howell	2,028	1,888	3,294	2,146	808	6,248	16.8%	2,614	3,634	4,239
Iron	651	563	955	580	292	1,827	17.1%	773	1,054	1,167
Jackson	30,616	24,056	42,655	28,837	10,489	81,981	12.5%	32,029	49,952	59,086
Jasper	4,988	4,088	7,368	5,219	1,843	14,430	13.8%	5,729	8,701	10,209
Jefferson	9,881	,421	10,606	5,823	1,770	18,199	9.2%	7,811	10,388	12,552
Johnson	1,918	1,580	2,459	1,494	533	4,486	9.3%	1,950	2,536	3,099
Knox	259	228	474	313	139	926	21.2%	402	524	631
Laclede	1,727	1,521	2,478	1,593	525	4,596	14.1%	1,963	2,633	3,270
Lafayette	1,840	1,487	2,503	1,745	831	5,079	15.4%	2,075	3,004	3,286
Lawrence	1,832	1,667	2,716	2,017	760	5,493	15.6%	2,293	3,200	3,730
Lewis	537	485	803	572	312	1,687	16.1%	689	998	1,127
Lincoln	1,919	1,405	2,259	1,400	535	4,194	10.8%	1,825	2,369	2,857
Linn	713	684	1,267	1,106	456	2,829	20.6%	1,119	1,710	1,946

State or County	Total 55–59 Years	Total 60–64 Years	Total 65–74 Years	Total 75–84 Years	Total 85 Years & Over	Number Age 65 and Older	Percent Age 65 and Older	Males Age 65+	Females Age 65+	Households With Individuals 65 and Older
Livingston	791	614	1,236	1,066	460	2,762	19.0%	1,029	1,733	1,789
McDonald	1,178	992	1,396	757	287	2,440	11.3%	1,095	1,345	1,788
Macon	870	779	1,359	1,148	492	2,999	19.0%	1,231	1,768	2,024
Madison	635	575	1,068	747	305	2,120	18.0%	881	1,239	1,476
Maries	544	480	792	457	143	1,392	15.6%	625	767	996
Marion	1,265	1,088	2,177	1,722	810	4,709	16.6%	1,843	2,866	3,122
Mercer	216	208	408	285	134	827	22.0%	328	499	576
Miller	1,251	1,079	1,898	1,212	486	3,596	15.3%	1,547	2,049	2,526
Mississippi	802	641	1,070	772	291	2,133	15.9%	806	1,327	1,558
Moniteau	658	555	969	780	313	2,062	13.9%	805	1,257	1,414
Monroe	530	512	788	584	265	1,637	17.6%	691	946	1,103
Montgomery	704	577	973	746	372	2,091	17.2%	871	1,220	1,400
Morgan	1,345	1,322	2,276	1,080	431	3,787	19.6%	1,747	2,040	2,511
New Madrid	1,118	894	1,592	1,094	370	3,056	15.5%	1,188	1,868	2,169
Newton	3,038	2,398	3,979	2,516	893	7,388	14.0%	3,102	4,286	4,974
Nodaway	895	791	1,414	1,085	527	3,026	13.8%	1,250	1,776	2,025
Oregon	694	601	996	628	239	1,863	18.0%	824	1,039	1,340
Osage	661	573	965	679	277	1,921	14.7%	821	1,100	1,294
Ozark	690	699	1,094	587	179	1,860	19.5%	893	967	1,317
Pemiscot	966	826	1,531	1,036	412	2,979	14.9%	1,135	1,844	2,220

State or County	Total 55–59 Years	Total 60–64 Years	Total 65–74 Years	Total 75–84 Years	Total 85 Years & Over	Number Age 65 and Older	Percent Age 65 and Older	Males Age 65+	Females Age 65+	Households With Individuals 65 and Older
Perry	878	737	1,357	1,066	422	2,845	15.7%	1,188	1,657	1,867
Pettis	1,884	1,624	3,079	2,164	827	6,070	15.4%	2,453	3,617	4,163
Phelps	2,014	1,694	2,825	2,003	699	5,527	13.9%	2,358	3,169	3,801
Pike	985	807	1,366	944	436	2,746	15.0%	1,167	1,579	1,885
Platte	4,109	2,640	3,434	2,291	780	6,505	8.8%	2,760	3,745	4,556
Polk	1,364	1,121	2,146	1,461	518	4,125	15.3%	1,776	2,349	2,695
Pulaski	1,368	1,170	1,926	999	332	3,257	7.9%	1,390	1,867	2,362
Putnam	333	308	536	400	144	1,080	20.7%	441	639	763
Ralls	612	477	718	487	166	1,371	14.2%	628	743	932
Randolph	1,163	977	1,820	1,280	561	3,661	14.8%	1,485	2,176	2,505
Ray	1,303	1,082	1,627	1,002	365	2,994	12.8%	1,286	1,708	2,094
Reynolds	494	425	643	332	111	1,086	16.2%	499	587	788
Ripley	798	792	1,302	751	283	2,336	17.3%	1,044	1,292	1,673
St. Charles	13,169	9,519	14,461	8,018	2,373	24,852	8.8%	10,347	14,505	17,044
St. Clair	701	636	1,081	683	292	2,056	21.3%	918	1,138	1,419
Ste. Genevieve	920	827	1,412	847	333	2,592	14.5%	1,173	1,419	1,749
St. Francois	2,783	2,547	4,399	2,931	988	8,318	14.9%	3,416	4,902	5,517
St. Louis County	51,811	40,759	73,663	51,176	18,423	143,262	14.1%	56,634	86,628	98,852
Saline	1,224	981	1,769	1,489	607	3,865	16.3%	1,515	2,350	2,644
Schuyler	252	237	385	312	129	826	19.8%	342	484	565

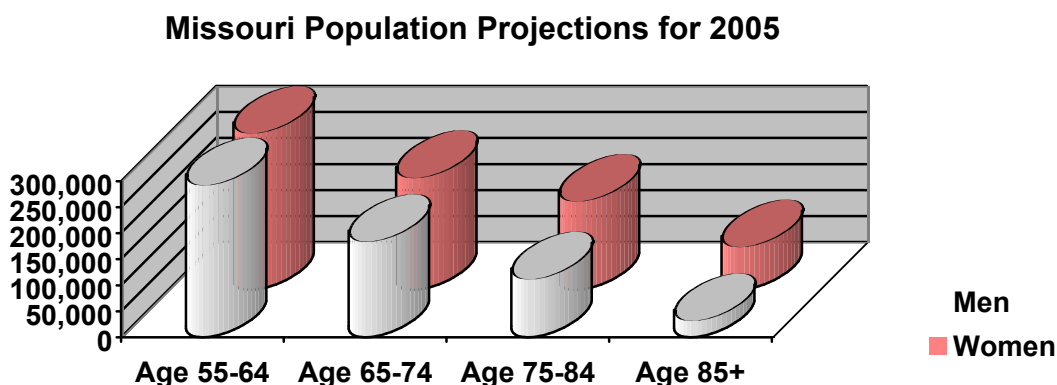| State or County	Total 55–59 Years	Total 60–64 Years	Total 65–74 Years	Total 75–84 Years	Total 85 Years & Over	Number Age 65 and Older	Percent Age 65 and Older	Males Age 65+	Females Age 65+	Households With Individuals 65 and Older
Scotland	246	246	403	374	171	948	19.0%	379	569	622
Scott	2,093	1,710	2,819	2,033	690	5,542	13.7%	2,119	3,423	3,954
Shannon	507	482	708	407	135	1,250	15.0%	550	700	923
Shelby	368	319	589	476	275	1,340	19.7%	507	833	898
Stoddard	1,676	1,552	2,541	1,907	670	5,118	17.2%	2,042	3,076	3,559
Stone	2,184	2,218	3,474	1,487	468	5,429	18.9%	2,550	2,879	3,721
Sullivan	394	332	601	502	231	1,334	18.5%	561	773	930
Taney	2,378	2,207	3,690	2,072	663	6,425	16.2%	2,938	3,487	4,458
Texas	1,374	1,267	2,236	1,354	516	4,106	17.8%	1,764	2,342	2,875
Vernon	1,059	837	1,712	1,142	488	3,342	16.3%	1,392	1,950	2,240
Warren	1,376	1,219	1,849	1,017	320	3,186	13.0%	1,417	1,769	2,213
Washington	1,223	1,061	1,643	819	271	2,733	11.7%	1,237	1,496	1,938
Wayne	923	895	1,547	774	305	2,626	19.8%	1,208	1,418	1,886
Webster	1,538	1,300	1,918	1,159	476	3,553	11.4%	1,535	2,018	2,495
Worth	122	146	249	172	109	530	22.3%	224	306	362
Wright	982	906	1,580	1,008	380	2,968	16.5%	1,264	1,704	2,095
City of St. Louis	13,466	11,612	23,047	17,482	7,313	47,842	13.7%	16,921	30,921	36,681

Source: Summary File 1, Census 2000, U.S. Census Bureau.

Demographic Factors

A number of demographic factors may affect library decisions regarding new or extended services for seniors. Consider the following factors when assessing your community.

- **Gender:** A key part of understanding the senior population is knowing that as age increases the number of women compared to the number of men also goes up. As illustrated in the chart below, projections for the year 2005 show that 60 percent of the age 75-84 population in Missouri will be female in the year 2005. A more marked increase in the female proportion is true for the oldest segment of the senior population. Projections indicate 72 percent of the state population age 85+ will be female in the year 2005.

	2005 Projections Age 55-64	2005 Projections Age 65-74	2005 Projections Age 75-84	2005 Projections Age 85+
Female	313,394	214,603	169,375	81,666
Male	292,299	183,613	111,527	31,335
Total	605,693	398,216	280,902	113,001

Missouri Population Projections for 2005

- **Housing:** The Department of Health and Senior Services (DHSS) provides some indication of the capacity of residential care facilities in Missouri counties. This information is updated quarterly. Statistics provided through the Department of Health and Senior Services's Certificate of Need program show the average occupancy of residential care facility beds by county. The information can be obtained at the DHSS website: *www.health.state.mo.us/CON/Statistics.html.* Additional information, including listings of facilities by county are available through the department. Contact Joyce Butler at (573) 526-8591 (phone) or (573) 526-8602 (fax). The listings available through DHSS are good sources of

information for potential outreach sites and partnerships. In addition, the government has released 2000 census information regarding householders age 65 years and older living alone. On average, approximately 4% of Missouri householders are age 65 and live alone.

- **Ethnicity:** Based on 1990 census figure projections, elderly populations will continue to grow substantially among all race groups. The black elderly population will grow faster (63 percent) than the population as a whole (42 percent), especially in urban areas. From 1995 to 2025, the number of Hispanics 60 and over is expected to grow by almost 300 percent. In addition to census data, the staff from the regional Area Agency on Aging (AAA) and members of the faith community can provide valuable information about the aging minority and immigrant populations. Providing services and programs for new immigrants who speak little or no English can present a special challenge for libraries. Finding ways to communicate the concept of a free, public library and break language barriers (library forms in languages other than English, recruiting local residents who speak the languages of new immigrants, being aware of cultural differences, linking into groups such as REFORMA, etc.) are important keys to serving this population successfully. Reaching out to aging minority and immigrant populations provides an opportunity for librarians to develop relationships with the formal and informal leaders of these communities. Leaders of these groups can help librarians determine the best ways to reach out to the target population, many of whom may be non-library users, and instruct librarians about the culture's values, attitudes and beliefs.

- **Employment:** Current employment statistics broken down by age from the 2000 census were not available at the time this publication was written. However, some anecdotal evidence regarding older adult employment may be gleaned from local agencies. Green Thumb is a national organization that partners with local businesses and industries to provide training opportunities, and potentially employment, for older adults pursuing new careers. Taken in consideration with information from the regional Area Agency on Aging, information provided by the local Green Thumb will give some indication regarding employment patterns among older adults in the community. Keep in mind that with the ages of the older adult population ranging from 60 to 100+, many individuals will still be actively employed, either full- or part-time. The library can cooperate with Green Thumb, as a partner in providing training and employment, as a source for reaching new audiences, and as a resource for training materials. Large industries within the library service area which employ a number of older adults are also potential library partners. The St. Louis Public Library regularly schedules presentations at companies conducting pre-retirement seminars for their retiring employees. The library has a captive audience to which it can promote services and lifelong learning opportunities in which retirees can participate.

Staff from the regional AAA and senior centers can provide additional information about other demographic factors which may impact library planning, such as educational attainment, income, disabilities and mobility, and grandparents raising grandchildren. Other community agencies, including the faith community, literacy agencies, colleges and universities, extension offices, and county health departments can provide relevant information. In addition, libraries cooperating with these agencies can expand their resources, reach new audiences, and meet many needs in the senior community they would otherwise be unable to meet as individual entities.

Demographics as Library Planning Tools

Collecting demographic and anecdotal information is only an initial step in the planning process. Yet it is an important step that provides a basis for planning. In chapter 3, we will look at using surveys and focus groups to gather information for formulating action plans. Knowing the demographic makeup of the community plays a role in conducting successful surveys and focus groups. Demographics tell librarians who they need to target. Surveys and focus groups provide insight into the information needs of the target population.

Looking at census and other information helps librarians gain a better understanding of who and where the seniors in the community are. With this understanding, it is much easier to build an effective argument to convince stakeholders of the need to build and improve services to the senior population. Additionally, careful scrutiny of the demographic makeup of the senior population can help librarians identify the agencies that are serving seniors in the community. Partnering and cooperating with these agencies is crucial to successfully planning and implementing new services for the senior consumers. Lastly, the demographic information collected will provide a foundation for future planning activities, especially when conducting surveys or focus groups.

Resources

American Association of Retired Persons. "A Profile of Older Americans 2000." *AARP Research Center.* [Online]. Available: *http://research.aarp.org/general/profile_2000. html.*

This report provides a "concise, compact, and comprehensive collection of facts and figures about the 34.5 million people in the U.S. who are age 65 and older. Topics include health, life expectancy, marital status, living arrangements, geographic distribution, racial/ethnic composition, economic status, employment, education." Compiled annually.

Crispell, Diane. *The Insider's Guide to Demographic Know-How.* Ithaca, NY: American Demographic Press, 1990.

Federal Interagency Forum on Aging Related Statistics. "Older Americans 2000: Key Indicators of Well-Being." *Federal Interagency Forum on Aging Related Statistics.* [Online]. Available: *http://www.agingstats.gov/chartbook2000/.*

This report, released in August 2000, covers 31 key indicators selected by the Forum to portray aspects of the lives of older Americans and their families. The report is divided into five subject areas: population, economics, health status, health risks and behaviors, and health care.

Jacobson, Trudi E. and Helene C. Williams. *Teaching the New Library to Today's Users: Reaching International, Minority, Senior Citizens, Gay/Lesbian, First Generation College, At-Risk, Graduate and Returning Students, and Distance Learners.* New York: Neal-Schuman, 2000.

Keller, Shelly G. *Harmony in Diversity: Recommendations for Effective Library Service to Asia Language Speakers.* Sacramento, CA: California State Library, 1998.

Missouri Department of Health and Senior Services. "Plan On Aging: Demographics of Missouri's Elderly." *Missouri Department of Health and Senior Services.* [Online.]. Available: *http://www.dss.mo.gov/da/plan/demog.htm.*

This chart provides a good overview of Missouri senior demographics by Area Agency on Aging region. The chart is part of the plan developed by the Department of Health and Senior Services to address the needs for elderly home and community-based services. The entire text of the plan can be found at *http://www.dss.mo.gov/da/plan/toc.htm.*

Missouri State Census Data Center. *http://mcdc.missouri.edu*

This site provides access to Census 2000 and other census information in a variety of formats. Web tools, electronic mapping, Missouri population projections, and a variety of other demographic information are all available on the MCDC website.

U.S. Census Bureau. *http://www.census.gov.*

Data here covers every aspect of human life. Results from every census form are recorded here. Also included are professional discussions of how and why some of the data can be used.

U.S. Department of Commerce. Bureau of Economic Analysis. *http://www.bea.doc.gov/.*

The Bureau of Economic Analysis offers a detailed county-specific accounting of residents' income, including source of income, by year.